

## REMARKS

Claims 3-4, and 18-22 have been cancelled. Claims 2, 5, 7, 9, 10-11, 13, 15, and 17 have been amended to clarify the subject matter regarded as the invention. Claims 23-36 are new. Claims 2-36 are pending.

The Examiner has rejected claims 2-5, 17-18, and 22 under 35 U.S.C. 103(a) as being unpatentable over Cheung et al (hereinafter “Cheung”) (U.S. Patent Application Publication Number 2002/0169760) in view of Carr JR. et al.(hereinafter “Carr”) (U.S. Patent Application Publication Number 2002/0152099).

The rejection is respectfully traversed. Neither Carr nor Cheung teach “receiving one or more bid amounts for a keyword, wherein each bid amount is associated with a *telephone directory\_listing*,” and “*splitting automatically* a bid amount received from an advertiser for the selected telephone directory\_listing between a *referral telephone directory listing source* associated with the user and an *advertiser telephone directory listing source* that returned the selected telephone directory listing using web services, including by generating web services transaction messages for a *revenue sharing message system*” (emphasis added) as the amended claims 2 and 17 now recite. Support for the amendments may be found, without limitation, in the above-captioned application in paragraphs 0021, 0042-0053, and Figures 4-5. As such, claims 2 and 17 are believed to be allowable.

Claims 5-16 and 23-26 depend from claim 2 and are believed to be allowable for the same reasons described above. Claims 27-36 depend from claim 17 and are believed to be allowable for the same reasons described above.


Claims 23-26 are new. Support for claims 23-25 may be found, without limitation, in the above-captioned application in paragraphs 0048-0053, and Figure 5. Support for claim 26 may be found, without limitation, in the above-captioned application in paragraph 0042-0045 and Figure 4.

The foregoing amendments are not to be taken as an admission of unpatentability of any of the claims prior to the amendments. Reconsideration of the application and allowance of all

claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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